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TO: Bob Mikulay DATE: October 1, 1993

FROM: Jeanne Kiernan

SUBJECT: **Bucks Distribution**

As we discussed earlier, I have studied Bucks distribution trends and forecast, (using straight line regression over the past twelve months), that Bucks' any packing national distribution would be 58 by July 1994. This represents a 12 point decline over current levels. Declines are expected to be consistent across all geographies.

Note that in many geographies the forecasted distribution does not differ very much from current Basic distribution. This suggests that if a new product is to be launched next year, swapping Bucks out for it would be an efficient means of quickly attaining distribution.

ANY PACKING DISTRIBUTION

	CURRENT BASIC	CURRENT BUCKS	PROJECTED BUCKS
TOTAL U.S.	64	70	58
REGION 1	48	52	40
REGION 2	70	79	67
REGION 3	75	66	54
REGION 4	64	76	64
REGION 5	55	70	58
SUPERMARKETS	59	80	68
CONVENIENCE	69	72	60
GROCERY	64	52	40
DRUG STORES	45	63	51

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Source: https://www.industrydocuments.ucsf.edu/docs/gyxm0004